



Sunday, October 1, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

A FRIEND informed me the other day that William R. Hearst was the first New York newspaper proprietor to reject whiskey advertising. I told my friend he was mistaken, and that Mr. Hearst did not reject whiskey until he had been called to account for publishing whiskey ads and anti-whiskey editorials in the same editions of his newspapers. Had it not been for The Ad-Visor column of the Tribune and the Hearst papers would still be printing whiskey ads. The Evening Journal and the American continue to print ads advertising wines and beer. The Tribune is the only New York newspaper that does not publish ads of such nature.

The Ad-Visor column has been responsible for the discontinuance of certain "medical" ads in The New York American and the Evening Journal, but what do you think of this among others in the Evening Journal a few days ago?

Nuxated Iron, guaranteed to increase the strength of any man or woman, under sixty, 200 per cent or over in four weeks' time, providing they have no organic ailment.

Thompson's Liver Bullets—regulate the bowels of the earth—ten bullets for a nickel—each capsule contains a powerful purgative. Ekman's Alternative—for pulmonary troubles. Othine—an alleged cure for freckles. Barbo Compound—for darkening hair. Delatone—said to remove hair or fuz in two or three minutes. De Miracle—removes superfluous hair with certainty and safety. Anti-Kamnia Tablets—for various forms of headache. Mercillized Wax—which is said to absorb the surface skin, revealing the beautiful white skin beneath, no matter what the age of the user may be.

Hay's Hair Health—guaranteed to turn gray hair a dark, even beautiful, shade, wavy and fascinating.

Is there a law to prevent such miserable frauds as the foregoing? How long are the Hearst newspapers to be permitted to make money by such methods? Let The Ad-Visor get to work. S. NEWTON.

The Ad-Visor would like to believe that it has been able to influence Mr. William Randolph Hearst to clean up a little. But even yet the results have been pitifully meagre. In our humble way we shall continue to "get to work" and perhaps some day we shall have a District Attorney with the time and the inclination to enforce the advertising law now on the statute books.

SEVERAL times recently I have noticed on the automobile delivery trucks of the Peter Dooler Brewing Company the following inscription: "Beer is the pure temperance drink." The Standard Dictionary gives the following definition of beer: "An alcoholic fermented liquor made from malt and hops." Any liquor containing alcohol is therefore an intoxicant. If beer is really a temperance drink, it is not, therefore, time to have our dictionaries revised. J. L. M.

Or perhaps beer advertising might be stopped by the state. It is suggested by another writer, who says: "In these days of prohibition nothing is more sought for than the chance to use the name of some famous person in an 'ad.' 'Fathers of our country' are preferred, and the favorite syllable is the following: Jefferson (or Washington, or some other historic personage) stood for moderation. Beer is drunk in moderation—drink beer."

I have not read all the advertisements of the brewers, but I am quite certain I have found something Franklin said which has not been put into a beer "ad." As the supply of available opinions of suitable men must be pretty well exhausted, I feel sure that the advertisers will be delighted to have the following quotation from Franklin's autobiography: "The bodily strength afforded by beer could only be in proportion to the grain or flour of the barley dissolved in the water in which it was made; that there was more beer in a pennyworth of bread, and therefore, if he would eat that with a pint of water, it would give him more strength than a quart of beer." D. I. R.

Remember the story about Franklin spending his last pennies for a loaf of bread, which he had spent those pennies for a couple of cans of beer instead? Query: Would he have landed the job?

THE enclosed clipping may be of interest, not only as clearly demonstrating that many patent medicines are actually as fatal as honestly labelled poison, but also as showing the fearlessness of at least a part of the Western press, which calls a spade a spade and a patent medicine sudden death by its full name.

You no doubt receive many more abusive than appreciative letters, but you can get rid of the latter simply by the quelling mental kick that sets the man with a knock out to the quelling mental while the man with a boost is usually as shrinking as the violet about letting any one know about it. While you may or may not often hear about it, I can assure you that your work for clean and honest advertising is appreciated all over the United States.

The ignorant Indian who now lies dead because of a miserable fraud is but one of thousands whom you are making a splendid fight to protect.

The clipping enclosed is from the "Tulsa (Okla.) Democrat," and tells the story of the death of Hazel Blaine, a full-blooded Osage Indian, who died in the Capitol Hotel, of Tulsa, where she was staying with her husband, having arrived from their home in Pawshika, Okla., in search of medical aid.

"Death was caused," says this article, "by an excessive indulgence in a patent medicine that has been on the market for several years, advertised as a remedy for stomach disorders and known as Hostetter's Bitters. The patent medicine which she took contains nearly 25 per cent alcohol (it used to have 44.3-10 per cent alcohol before the Federal laws intervened), a small amount of quinine and only 4.57 per cent solids, all but 0.80 of which is sugar. This is according to the analysis of the Connecticut authorities."

Just how this combination could be effective for diseases of the stomach we will leave it to those doctors who recommend Hostetter's Bitters, if there be any, to explain. Granted, for the sake of argument, that in certain individual cases under the direction of a good physician it would be an excellent remedy. The point is that to this unfortunate Oklahoma woman Hostetter's Bitters was poison. There could scarcely be a better illustration of the evil inherent in permitting the indiscriminate circulation of a remedy which, through the enthusiasm of its advertising, convinces people that what might be good for one is good for all, and fails to warn the casual user of the potential dangers which it contains.

Nor could there be a more pleasing illustration of the fact that some newspapers are beginning to see the light than this news item itself. There was a time when a newspaper would hush such a matter up entirely. This one's frank statement of the facts is refreshing.

NOTE the enclosed ad. of the Republic Rubber Company in "The Sun," of August 1.

"Heat and Friction cannot hurt this tire," seems kind of fishy to me, especially so, when you note that little "almost."

Would you call this false advertising? ARTHUR J. ROZETT.

"Heat and friction cannot hurt this tire"

is the heading of the advertisement enclosed, of which the fourth paragraph reads: "The result is that Republic Prodom Process tires are almost proof against the damaging results of over-heating." Convicted of over-statement by its own evidence.

ABOUT a week ago I purchased what I supposed to be a linen shirtwaist from the Kaiser Shop, Hudson Terminal Building, Cortlandt Street.

As the waist was somewhat soiled I decided to wash it that evening, in order that I might wear it the following day. It looked great after being laundered. But the next day, shortly after I reached the office, my attention was attracted to several places where it seemed to be falling apart. In fact, it seemed as though the goods were rotting.

The next day I went back to the store to state my grievance. I was advised by the saleslady that she would speak to Mr. Kaiser about it, and after several days was informed that as the waist had been washed he could do nothing about it.

I appeal to you, Mr. Ad-Visor. Is it fair for this concern to expect to sell goods that cannot stand being washed? Of what value is any article of wearing apparel if one cannot have it cleaned after it has become soiled?

This transaction placed me at a loss of \$1.65, as in testing the waist they tore it beyond repair. Naturally it will make me skeptical in the future as to which concerns are fair in their business dealings and which are not.

H. B. Kaiser, Inc., in the Terminal Building, at 30 Church Street, is not a Tribune advertiser. Nor can it be, if its handling of this case is typical of its methods.

In spite of the fact that the waist was worn only once, Kaiser refused an adjustment on the ground that it had received "exceptionally hard wear." And to prove that the material was not "tender," Kaiser's saleswoman tore it so badly as to remove all possibility of getting further use from the waist!

In one of its letters to us the Kaiser store said that it always preferred to give the customer the benefit of the doubt. Obviously, this experience will give many customers the benefit of doubting Kaiser's sincerity.

(The next Ad-Visor will appear on Tuesday, October 3.)

GENERAL SESSIONS' WORK FALLS BEHIND

Trial Cases Pile Up at Rate of Fourteen a Week.

Illness of Judge Malone, of General Sessions, and the unwillingness or inability of other judges to sit in his place this summer have caused a noticeable shortening of the average time of court sessions. This has resulted in an increase in the number of defendants awaiting trial over the number on July 1.

There are seventy-two more persons awaiting trial than there were a year ago. During the last three months the number of prisoners charged to General Sessions has increased from 168 to 233. Of these 162 are awaiting trial and the others acted on by the grand jury. The District Attorney's office records show a falling off in the number of cases handled during the last summer, as compared with that of 1915. This has in part been because District Attorney Swann has shown more reluctance than his predecessor to discharge defendants where the possibility of conviction seemed remote. Such discharges have averaged only nine a week the last summer, as against fifteen a week for 1915. Excluding these District Attorney Swann and the courts have fallen behind last year's record about fourteen cases a week for the summer.

EDISON PRAISES DYE MEN'S WORK

Says Chemist Pioneers Should Have Federal Aid.

Before the National Exposition of Chemical Industries closed yesterday, in the Grand Central Palace, 80 per cent of this year's exhibitors had reserved spaces for next year's exposition and an additional floor had been engaged for the 1917 show, accommodating four hundred exhibitors. It was the final indication furnished at the exposition of the great progress which the chemical industry has made in this country of late and the prospects of future growth.

Thomas A. Edison was a visitor at the exposition yesterday. He was especially interested in the exhibits of dyestuffs, and expressed great pleasure that the industry had made such big strides in the two years of the war.

Praises Chemists' Work. "Our chemists have done wonders as individuals," said Mr. Edison. "They have worked out great problems that required years of labor in foreign laboratories. What we need now is a government research station, especially for the dye industry. It is unfair to ask single persons or firms to bear the expense of big experiments which require both time and capital. The United States should help its patriotic men who are working for the good of the nation in the field of science."

William H. Grosvenor, consulting engineer of New York City, delivered the closing address before the American Chemical Society. He told of the investigation by the government of industrial plants which could be used for the manufacture of munitions in time of war. He said that 16,000 such plants have been found by experts of the army and navy.

Asks Chemists for Aid.

Mr. Grosvenor spoke of "Convertibility of Plants," and after emphasizing the need of changing industrial establishments into munition factories in time of war he urged the chemists to apply their genius in solving the problem of converting factories of the country now making war materials into plants to supply the needs of peace.

Two resolutions were adopted by the meeting, one introduced by J. D. Massey, of Columbus, Ga., urging the government to establish a bureau to study the demands of employers for workmen, and another by J. D. Massey, of Columbus, Ga., introducing a resolution asking the government to act in the same employment capacity for specially trained men.

Many of the chemists spent the day on excursions about the city and up the Hudson in special boats.

JERSEY TO GREET HOMECOMING SOLDIERS

First and Fourth Regiments Will Return To-day

Johnny comes marching home to Newark and to Jersey City to-day. In his honor—although he didn't get to see any fighting on the border, after all—the cities are ablaze with bunting, flags and painted banners, with inscriptions expressive of pride in the 1st and 4th infantry boys.

The regiments, which have been toning up at Sea Girt since they left Texas, will arrive home about 11 o'clock this morning. Mayor Mark M. Fagan of Jersey City, the City Commissioners, many hands, many marching clubs and many thousands of unorganized but enthusiastic citizens will be on hand to welcome the guardsmen there, and in Newark there will be a similar reception, with a parade from the railroad station to Branch Brook Park. There an exhibition drill will be given.

Arthur Steele, who was kept from leading the 4th Regiment to the Rio Grande because of physical disability, will march at its head to the Jersey City armory, where Mayor Fagan will make an address.

DETECTIVE ARRESTED ON SLANDER CHARGE

Warned Wall St. Firm Against Him, Says Neighbor, Suing.

Morris H. Aschner, a private detective of Whitehouse, Long Island, was arrested yesterday by Deputy Sheriff Nelson in a suit brought by Norman R. Sterne, also of Whitehouse, to recover \$25,000 damages for alleged slander. Aschner gave \$2,500 bail. Sterne is employed by Lila, Lowenberg & Schlegel, exporters and commission merchants at 80 Wall Street. He complained he was to be taken into the firm, and would thereupon have received a check of stock as a reward for valuable services, when the detective called on Oswald A. Schlegel, of the firm, and offered some valuable information.

"Do you know," Aschner is quoted as saying, "this fellow Sterne is one of the cleverest crooks in New York City, that he is a check forger and is a very dangerous man to have around an office of this sort?"

The admission to the firm has been deferred until he has prosecuted his suit against the defendant.

TOO MANY JOBS FOIL ONE 'EXPERT'

Sympathy with the Down-trodden Lost in Eight Minutes.

MAGISTRATE FINDS PLENTY OF WORK

Would-Be Adviser Convinced of Error in Short Order.

Nat J. Ferber, a social service expert, read ten days ago of some advice Magistrate Kochendorfer gave to a man who was arraigned in his court in Jamaica charged with failure to support his family.

"You'll work for your wife or you'll work for the city," said the magistrate. "It's nonsense to say you can't find work. Why in ten minutes I can find a job that will keep me busy six days a week."

Nat J. Ferber didn't approve of that tone in dealing with the unfortunate; he suspected that Magistrate Kochendorfer was a theorist. For days the plight of the man thus brusquely addressed by one in authority vexed the soul of Mr. Ferber.

He decided yesterday that it was his duty to give Magistrate Kochendorfer the benefit of his experience as a social worker, one who had seen life in the raw. He offered a tactful suggestion which, he thought, might win more kindly words for the next helpless victim who was haled to court.

The kindly intentions of the social service expert were tripped up by the fact that Magistrate Kochendorfer had never heard of him and seemed positively to doubt that he was in a position to give advice. To his consternation the magistrate contradicted him even so, to such an extent that it seemed that the social service expert was accusing a city official of bluffing.

Instead of clapping irons on him in the manner of the petty tyrants upon whom politics confers the right of directing the course of humanity, however, Kochendorfer picked up his hat and held open the door of his office. "Come on; we'll see who's bluffing," said the magistrate. "It's eight minutes to 2."

Inwardly elated, the social service expert followed him. They entered Marcus Miller's department store. "Got a job here for a good man?" asked Kochendorfer, driving straight to the point.

Mr. Miller eyed the social service expert somewhat doubtfully, obviously believing that the magistrate's adjective applied to him. "Sure," he answered. "I'll glad you called, Judge. I need a collector and I'll pay him \$15 a week."

"Well, I think it's a deal," said Kochendorfer, and they went out. At Frank B. Smith's coal yard, the next stop, the magistrate was not recognized and succeeded in getting the offer of a job as a coal driver. The clock struck 2; they left the store.

"I'm convinced," said the social service expert.

FRIEND OF WILSON JUMPS TO DEATH

Inventor Despondent Because Wire-Wound Gun Was Rejected.

Morris N. Johnson, seventy years old, a friend and colleague of President Wilson, committed suicide yesterday by throwing himself from a window of his room, at 39 Gramercy Park, to the pavement areaway, ten feet below. For some time he had been in poor health, and was despondent because a wire wound gun, for which he stood sponsor, had been rejected by the government.

The body was discovered by the landlady, Mrs. Carey. A few minutes earlier she had carried Mr. Johnson's breakfast to him, and had found him leaning out of the window. He said he felt weak. Putting him back he then called the window fast, but after she left the room the old man pried out the nails.

Mr. Johnson was a graduate of Princeton, class of 1876. He was a familiar figure about the Princeton Club, where one of his cannons formed part of the entrance decoration. During his college days he was a famous baseball player. He had never married.

Mrs. Frederick Schiedler, of 601 West 135th Street, wife of the organist at the St. Nicholas Collegiate Church, his niece, was notified of his death at Ocean Grove and came last evening to take charge of the body.

A. E. Wright Leaves Paper Co.

The resignation of Arthur E. Wright as vice-president and sales manager of the International Paper Company was announced yesterday. He is to become an officer of the Perkins-Goodwin Company, paper merchants, of 33 West 125th Street, and vice-president of the North American Pulp and Paper Company. Ogden Mills succeeds him as vice-president of the International Paper Company.

Standard Oil Man Robbed.

Fairfield, Conn., Sept. 30.—Three jewelry robberies here, including the home of E. T. Bedford, of the Standard Oil Company, have been reported to the police, according to information given today, based on an inventory of missing articles from the home of A. L. Riker, a member of the Naval Academy Board. The admitted value is \$1,500.

Hotel Le Marquis

12 E. 31st St., Near 5th Ave. Absolutely Fireproof.

20 new rooms and bath, 15 new suites. All newly furnished and decorated throughout.

Every modern comfort. Convenient to shopping and uptown business district. Attractive rates on yearly leases for furnished and unfurnished apartments.

ROOM WITH PRIVATE BATH.

American Plan—\$15.00 per day; \$12.50 per week; \$45.00 per month; \$12.00 per week; \$45.00 per month; \$12.00 per week; \$45.00 per month.

John P. Tolson, Mgr.

These Offerings on Sale Monday and Tuesday.

FALL SALE SPECIALS

For Monday and Tuesday

56.98 Blankets—5.95 Pure California Wool—white, scarlet, gray with contrasting borders; also two-toned Victorian Scotch or Fancy Plaids for full sized beds. Limit two pairs.

To-day's values \$7.98 and \$8.98.

74 ct. Baby Blankets—58 Elderdown finish—white with pink or blue borders; also over jacquard designs in dainty, light combinations. Limit two.

12 1/2 & 15 ct. Domets and Cantons—94 Bleached and unbleached—used extensively for winter undergarments. Limit 12 pairs.

3.98 Linen Napkins—dozen—2.89 20-inch bleached pure linen—fine close weave—pretty patterns. Limit two dozen.

51.98 Pattern Cloths—1.44 Bleached—Damask—87 inches long—extra heavy mercerized—new circular designs. Limit two.

29 ct. Turkish Bath Towels—23 White or colored borders—22x40—full bleached, close absorbent weave—hemmed—colored stripe or white borders. Limit one dozen.

39 ct. Huck Towels—27 20x36—Heavy Union Linen—hemstitched—plain or white damask stripe borders. Limit one dozen.

Diapering—10-yd. piece—18-inch—val. .89—20-inch—val. .98—22-inch—val. .99—24-inch—val. \$1.19—27-inch—val. \$1.29—Limit one pc. to a customer.

29 ct. Towelings—21 For dish and table—val. \$1.39—val. \$1.39—val. \$1.39—Limit 12 yds.

75 ct. Bureau Scarfs—55 For Buffet Cloth—white—effectively trimmed with newest lace edgings in variety of best patterns. Limit three.

33.98 Unfaded Portieres—2.77 Rich damask patterns—seagreens, rose, blue and wood browns—exceptionally artistic hangings. Limit two pair.

54.98 Comfortables—4.77 Wool filled—finest flannel saten tops—plain, color checked—well stitched—winter weight.

34.98 Marseilles Spreads—2.24 For full size beds—hemmed and scalloped. Limit two.

75 ct. O'cedar Oil or Dust Mops—47 Long handle—round or triangle shape. Limit one.

39 ct. Window Shades—333 Holland—good tones—63x8 ft. Limit 12.

51.29 Toy Tea Sets—73 23 pcs.—Porcelain, colored decoration—pretty shapes. Limit 2 sets.

52.98 Women's Coats—18.50 Black Broadcloth—Misture and Velours—New, Green—variety of dark models—large collars—side or patch pockets—belted effects—plush trimmings—all sizes.

52.98 & 54.98 Women's Suits—18.94 Poplins or Gabardines—smart models—straight line or with belt on side—convertible collar—furbel collar—new Fall colors—suits 36 to 46.

51.98 Misses' Fall Suits—14.75 Navy, Green, Brown or Black Poplin—cross belted model—finished with sealine fur buttons and edged collar—14 to 18 yrs.

34.98 Dress Skirts—3.19 Women's and misses' sizes—Black and navy serge of good quality—side pleated, gathered back—button trim—Limit two.

32.98 Crepe de Chine Blouses—2.29 White or flesh—tailored styles or hemstitched vest, large collars. Limit three.

44.98 Handsome Blouses—3.77 Particularly chic, these dainty blouses of Georgette Crepe or Crepe de Chine—white or flesh—hemstitched or embroidered fronts. Limit two.

50.00 Women's Corsets—2.94 Fine Novelty Cloth—medium bust—long hip—suits 19 to 25. Limit two.

51.49 Women's Petticoats—1.12 Soft Finish Saten—black and best colors—deep pleated and ruffled flounces—fitted bands—all lengths. Limit three.

79 ct. Envelope Chemises—59 Nainsook—fancy lace and emb'y trim'd—Limit three.

56.98 & 57.98 Boys' Norfolk Suits—5.25 Many with extra trousers—variety of Norfolk and pinstriped backs—model—flap or patch pockets—plain or cuff sleeve—Cheviots, worsteds and cassimeres—variety of best patterns—excellent tailoring—8 to 18 years. Limit two suits.

59 ct. Boys' Blouses—44 Light, medium and dark striped percales—newest fall patterns—collar attached—neckband and Eton collar style. Limit three.

49 ct. Children's Rompers—33 Chambray and ginghams—checked and stripes—also plain colors—beach or closed knee—long or short sleeves—2 to 8 years. Limit three.

49 ct. Boys' New Fall Hats—36 Newest colors and styles—including the Kah Rah, College and Pinfore—gray, brown and fancy mixtures. Limit three.

HEARN

Fourteenth Street

West of Fifth Avenue

FOURTEENTH FALL SALE

Another Week of Unusual Values

EVERY BIT OF MERCHANDISE IN EVERY DEPARTMENT

BACKED BY OUR STABILITY MARKED WITH OUR PRICES

Our Straightforward Policy of Cash Buying and Cash Selling Insures Greatest Value with Lowest-in-the-City Prices

FALL SALE SPECIALS

For Monday and Tuesday

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54.98 Comfortables—4.77 Wool filled—finest flannel saten tops—plain, color checked—well stitched—winter weight.

34.98 Marseilles Spreads—2.24 For full size beds—hemmed and scalloped. Limit two.

75 ct. O'cedar Oil or Dust Mops—47 Long handle—round or triangle shape. Limit one.

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